

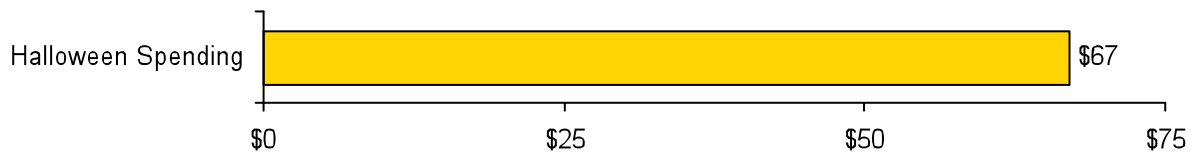
# Practical Money Skills for Life™

Halloween Spending Survey 2009

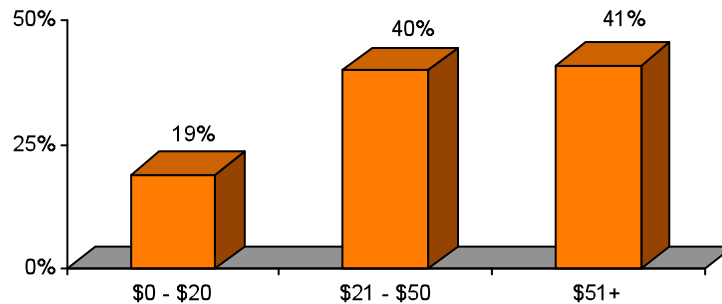


Parents plan on spending an average of \$67 this year on Halloween costumes, candy and decorations<sup>1</sup>. The 85% of moms and dads with children under 18 who celebrate Halloween estimate they will spend almost \$70 on the holiday.

**How much – in total – would you estimate you will spend this year on Halloween costumes candy and decorations?**



Parents are split evenly with four in ten (41%) spending over \$50 and another four in ten (40%) spending between \$21 and \$50 on Halloween. The remaining two in ten (19%) plan on spending \$20 or less.



Spending on Halloween costumes, candy and decorations

<sup>1</sup> The survey question was part of an omnibus online poll of 1000 adults conducted September 23-29, 2009. Respondents are invited to participate based on gender, age, race, geography and income to ensure results are accurately stratified to reflect census data. The overall error rate for a 1,000 sample survey is 3.1 with a 95% confidence rate. This question was only asked of parents with children under 18 who celebrate Halloween (n=285).

Reviewing some of the more interesting demographic data:

- Parents under 35 years old believe they will spend an average of \$72 compared to \$65 for those between 35 and 54 years old.
- Parents in the East (\$75) estimate their spending to be higher than those in the South (\$67), West (\$65), or Midwest (\$63).
- Those parents married within the past 10 years (\$76) plan on spending \$15 more than parents married over 10 years (\$61).